

**PCT**WORLD INTELLECTUAL PROPERTY ORGANIZATION  
International Bureau

## INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

<b>(51) International Patent Classification <sup>7</sup> :</b> <b>H04N</b>	<b>A2</b>	<b>(11) International Publication Number:</b> <b>WO 00/51335</b> <b>(43) International Publication Date:</b> 31 August 2000 (31.08.00)
<b>(21) International Application Number:</b> PCT/US00/04817 <b>(22) International Filing Date:</b> 25 February 2000 (25.02.00) <b>(30) Priority Data:</b> 60/122,136 26 February 1999 (26.02.99) US <b>(71) Applicant (for all designated States except US):</b> VIDEO NETWORKS INCORPORATED [US/US]; 245 Hembree Park Drive, Suite 100, Roswell, GA 30076 (US). <b>(72) Inventor; and</b> <b>(75) Inventor/Applicant (for US only):</b> FABIANO, Leonard, J., III [US/US]; 3525 River Ferry Drive, Alpharetta, GA 30022 (US). <b>(74) Agents:</b> PRATT, John, S. et al.; Kilpatrick Stockton LLP, 1100 Peachtree Street, Suite 2800, Atlanta, GA 30309-4530 (US).		<b>(81) Designated States:</b> CA, MX, US.  <b>Published</b> <i>Without international search report and to be republished upon receipt of that report.</i>
<b>(54) Title:</b> ELECTRONIC COMMERCE SYSTEMS AND PROCESSES, ESPECIALLY FOR THE CABLE TELEVISION INDUSTRY <b>(57) Abstract</b> <p>Electronic commerce systems and processes which are adapted to manage workflow, information and product distribution in transactions among various parties in a supply chain. The systems and processes may rely on a common document model which allows each of the entities to maintain and use its own legacy or proprietary systems and interfaces, but yet to communicate and transact with each other through a master platform or system which handles data with associated metadata, such as via a common document model, so that all platforms have ready, efficient and easily translatable or transformable access to common information. Such systems and processes are particularly well suited for purchasing, distributing, payment and other transactions in the cable television industry, including transactions associated with advertising and commercials.</p>		